



# Amazon Fashion



## **Selling Partner Style Guide EU:**

Clothing & Accessories

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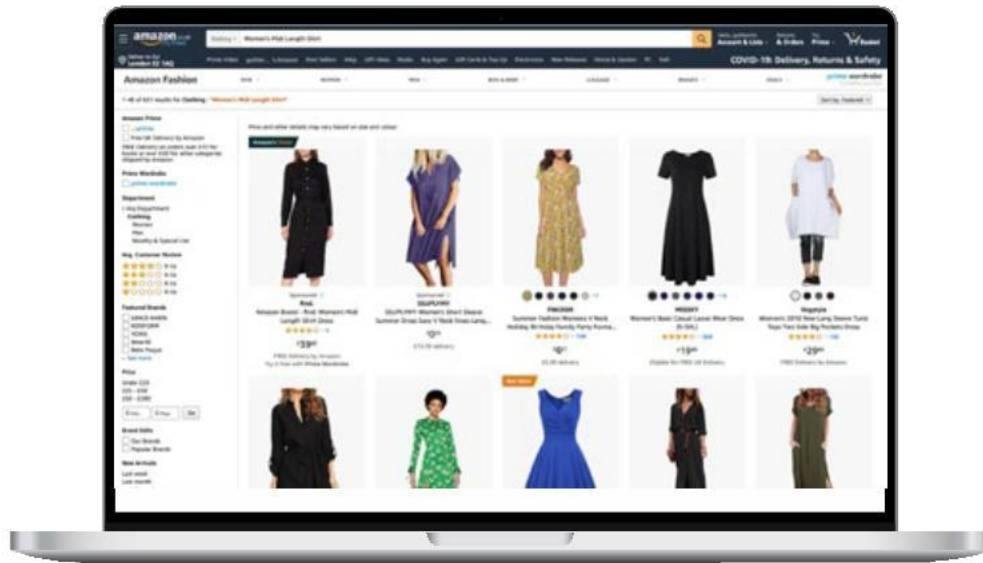
## Alexa, what is....?

<b>ASIN</b>	<b>Amazon Standard Item Number</b>
<b>Child</b>	Used to show a view of the product in the specific color for the given child SKU. The MAIN image for the child SKU shows in the image pop-up window and on the Browse page; when customers click the smaller picture, the full-size picture appears in a pop-up window. Each child SKU has just one MAIN image, representing the child product in the specified color. You must supply a child MAIN image that matches the color for every item that you sell.
<b>Lay-down</b>	or Flat Lay is the photograph from above, giving a top down view. Items are laid flat on the surface and facing the camera.
<b>MAIN</b>	First image displayed for the customers. Also the image which populates the searching page. All the products have to have a MAIN image. Including Parent and Child SKUs. All color variations must include a “child SKU main image” representative of that specific
<b>Off-figure</b>	Image or group of images without model
<b>On-figure</b>	Image or group of images featuring model
<b>Parent MAIN</b>	Only one MAIN image is used per parent product. You must supply a parent MAIN image.
<b>PT0...</b>	File Name of the alternate images PT01, PT02...
<b>SKU</b>	Stock Keeping Unit. Amazon’s version of the SKU is the ASIN

# Images

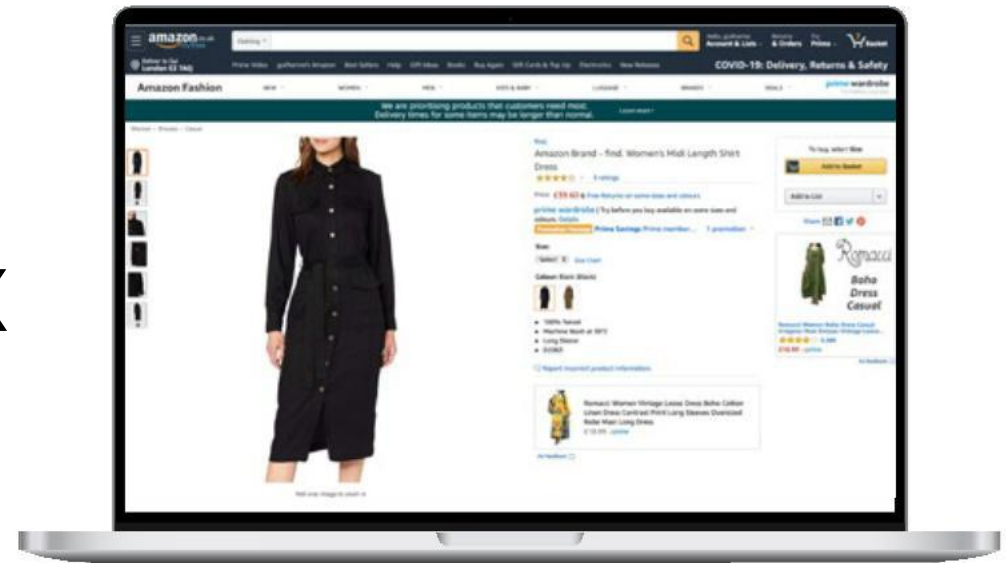
## How images are displayed on Amazon

### Search Page



The MAIN image displays in search results.

### Detail Page



The exclusive page where all the sellable details and information are displayed for the customers.

X

# Types of Images

Amazon displays several images for each product in the catalog. As a seller, it is in your interest to provide several high resolution images for your products so that customers can make informed buying decisions. **Listings with missing MAIN images or MAIN images that fail to meet requirements as outlined on the following pages may result in your ASIN being deprioritized in, or suppressed from search.**



**Alternate**

Used to show different views of the product to help clarify use, detail, fabric, cut, etc. You can supply **up to eight alternate images for each parent or child SKU.**

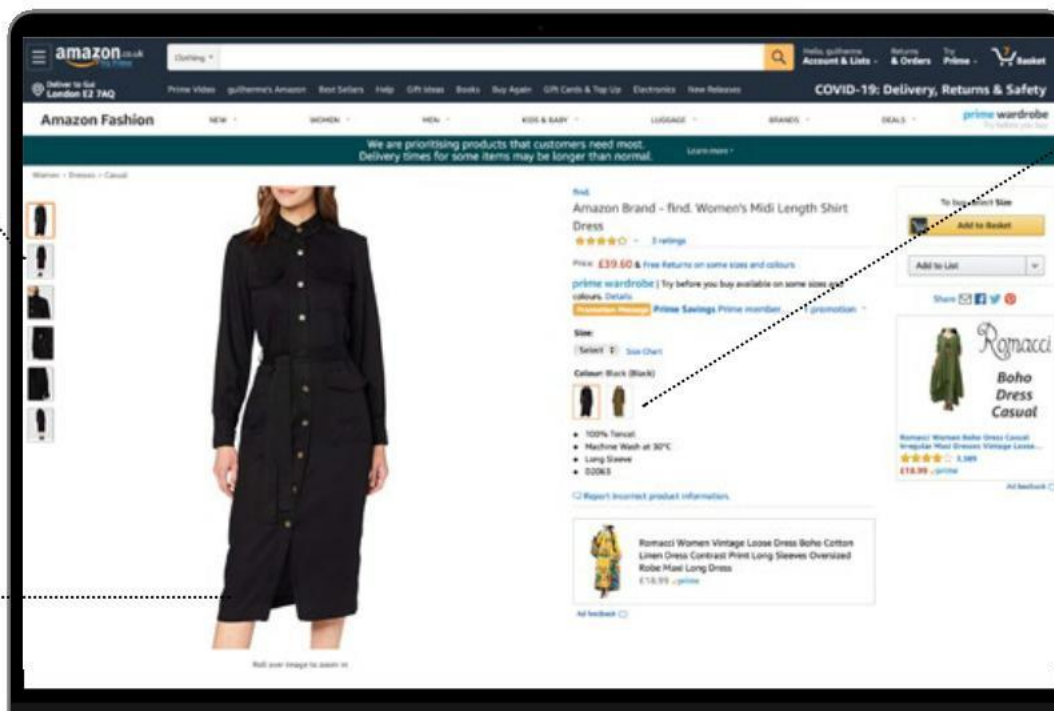


**Child**

Used to show a view of the product in the specific color for the given child SKU.

**Main**

Only one MAIN image is used per parent product. You must supply a parent MAIN image.



Detail Page

# Types of Images

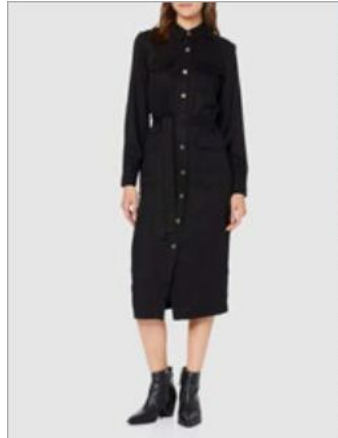
## Main

Front shot



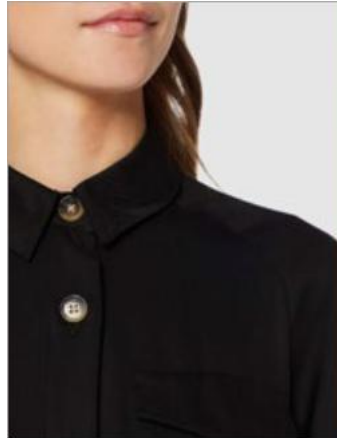
MAIN

Styled Shot  
How to wear the product



PT01

Detail shot



PT02

Back shot - rear of the product



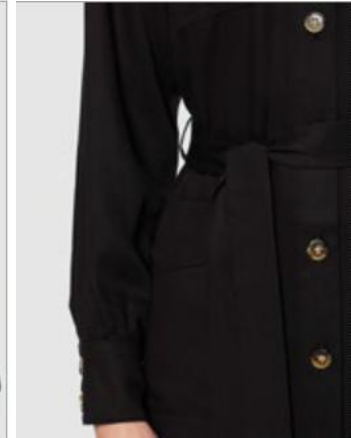
PT03

Additional detail



PT04

Additional detail



PT05

FILES NAME

## Child



Same product in different colour(s)

# Number of Images X Types of Shots

Based on tests we have conducted with customers, we recommend using a minimum of 5 and maximum 7 images per product listing to provide the customer with all the necessary information they need to make an informed buying decision. At the very least, these should include a clear front and back image of the item, as well as additional details showing all angles of your product. **You could also add a 'styled' shot to inspire the customer and give them ideas on how they could wear the product.**

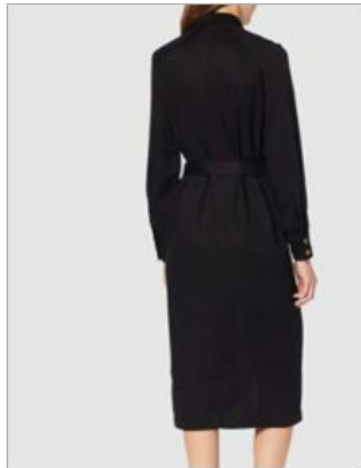
**MANDATORY**



**Front shot**

+

**EXTREMELY IMPORTANT**

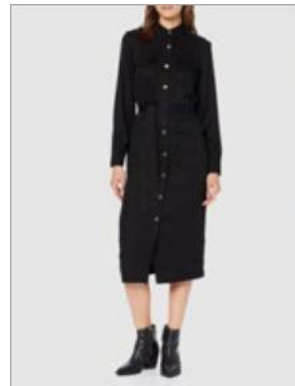


**Back Shot**

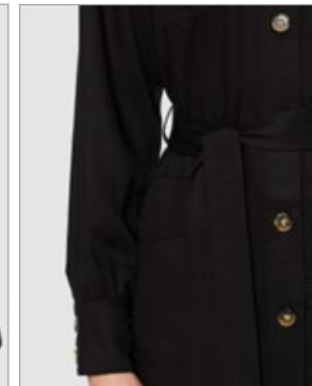
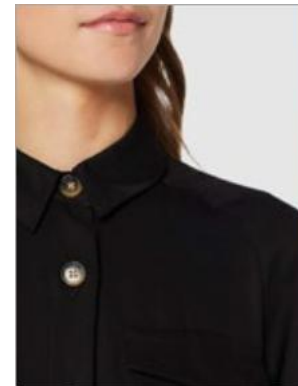
Rear of the product

+

**VALUABLE EXTRA IMAGES**



**Styled Shot**



**Detail Shots**

**MINIMUM OF 4 AND MAXIMUM 7 IMAGES PER PRODUCT**

# Main Image

## Do's



MAIN images must be a **SINGLE PRODUCT**, not stacks of images containing multiple products (exception for multi packs)



Models **MUST WEAR SHOES** on the MAIN (except for swimwear and sleepwear)



Images uploaded must be **at least 1,000px on the longest side and no larger than 3,900px on the longest side, to enable zoom functionality.** Image aspect ratio must be at least 190 pixels by 246 pixels



### Height:

max. 3.900px  
min. 1.000px



MAIN images **must have a pure white background** (RGB Value 255, HEX Value #FFFFFF). All the products have to have a MAIN image. Including Parent and Child SKUs. All color variations must include a “child SKU main image” representative of that specific



Amazon accepts JPEG (.jpg) and TIFF (.tif) **JPEG is preferred**

find.

Amazon Brand - find. Women's Midi Length Shirt Dress

★★★★☆ 3 ratings

Price: £39.60 & Free Returns on some sizes and colours

prime wardrobe | Try before you buy available on some sizes and colours. Details

Promotion Message Prime Savings Prime member... 1 promotion

Size:

Select Size Chart

Colour: Black (Black)



- 100% Tencel
- Machine Wash at 30°C
- Long Sleeve
- D2063

MAIN image must represent the actual child product being listed. For example, if you are listing different colors of the same t shirt you must provide images that represent all variant colors. **All color variations must include a “child SKU MAIN image”** representative of that specific color



# Main Image

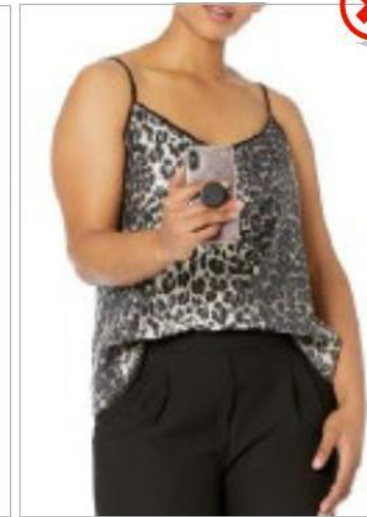
## Dont's



NO accessories or props that are not included with purchase.  
Bag is distracting when selling the top for the MAIN



MAIN image showing accessories or props that are not included with purchase including phones, drink-ware, and handbags



Borders, logos, watermarks, inset images, text, color blocks, or other decorations

Your product images must meet certain requirements.  
**Failure to meet these requirements may result in the suppression of your ASIN from search.**

# Main Image

## Dont's



Image is on grey background and with props



**FREE SHIPPING**



Image uses promotional text such as "sale" or "free ship" (use the Manage Promotions tool instead)



Model that is sitting, kneeling, leaning, or lying down (models must be standing)



MAIN image showing multiple product views in a single image



Your product images must meet certain requirements.  
**Failure to meet these requirements may result in the suppression of your ASIN from search.**

# Main Image

## Dont's



Images that are blurry, pixelated, or have jagged edges



Image is on grey background and with props



Not on white background, no borders, logos, watermarks, inset images, text, color blocks, or other decorations



Avoid part of the product for sale cropped by a frame edge



Your product images must meet certain requirements.  
**Failure to meet these requirements may result in the suppression of your ASIN from search.**

# Alternate Image

## Do's

Alternate images are used to show different views of the product to help clarify use, detail, fabric, cut, etc. You can supply up to eight alternate images for each parent or child SKU. The images can be different angles or views, swatches, etc., but must adhere to the same image quality/size guidelines as all images.

**IMAGES THAT ARE NOT THE MAIN CAN HAVE AN ENVIRONMENT OR ON LOCATION IMAGES AND CAN USE PROPS**

### Main

### Alternate



Any image which conveys the use of the product and enhances the buying experience is allowed as an alternate image

Showing the cross sections/ texture/brand tag or other details of the product

Provide back shot whenever it's possible

Showing the product in use and/or in an environment

## Alternate Image

### Dont's

Alternate images are used to show different views of the product to help clarify use, detail, fabric, cut, etc. You can supply up to eight alternate images for each parent or child SKU . Alternate images can be different angles or views, swatches, etc., but must adhere to the same image quality/size guidelines as all images.



Image uses promotional text such as “sale” or “free ship” (use the Manage Promotions tool instead) or image uses placeholders (such as “temporary image” or “no image available”)

## General restriction when imaging in Amazon



**Kids and baby models on underwear or swimwear**



**Image uses nudity or sexually suggestive images**



**Image product looks second hand or slightly used**

If your product is listed under Kids' Undergarments or Kids' Swimwear, you must submit both MAIN and alternate images only as off figure flat. Shooting underwear/swimwear products on kids is strictly prohibited and subject to removal.

# Imaging Aspect Ratio

The aspect ratio of an image describes the proportional relationship between its width and its height

Image aspect ratio must be at least:

**190 x 246px**

**10:13 aspect ratio**



Aspect Ratio



Aspect Ratio



10:13



10:13



10:13



5:13



10:13



10:13



10:13



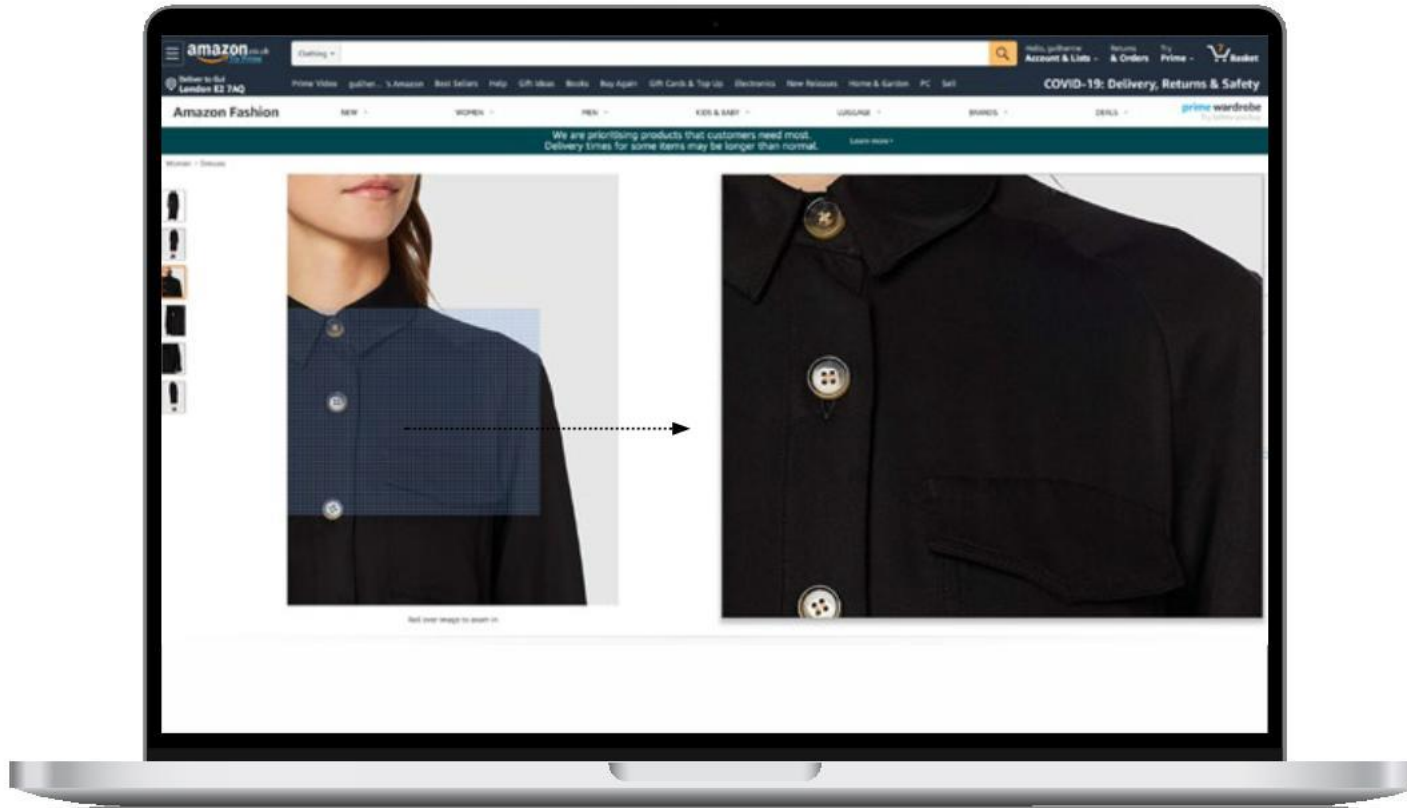
1.2:1

# Zoom Functionality

When you submit a **high resolution image**, customers can zoom in on your product image on the detail page. The minimum size requirement enables the zoom function. Zoom has been proved to enhance sales. When you submit Apparel product images, they must be:

- At least 1,000 pixels in height
- No larger than 3,900 pixels in height
- **High Resolution at 72 dpi** (dots per inch)

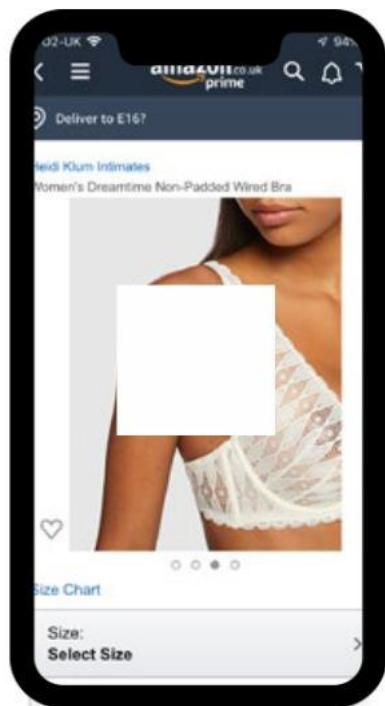
**Height:**  
max. 3.900px  
min. 1.000px





**70% OF  
CUSTOMERS  
SHOP USING  
THEIR MOBILE  
OR TABLET**

SMALL  
SCREEN,  
BIG  
DETAILS



Product looks bigger

# Crops

## Rectangular or Square?

How to decide the best crop for your product. Choose the crop that will display the product bigger but respect the aspect ratio of the website. (10:13)



Please check Crop Guide at page 29

## Different types of crops:

Full Length



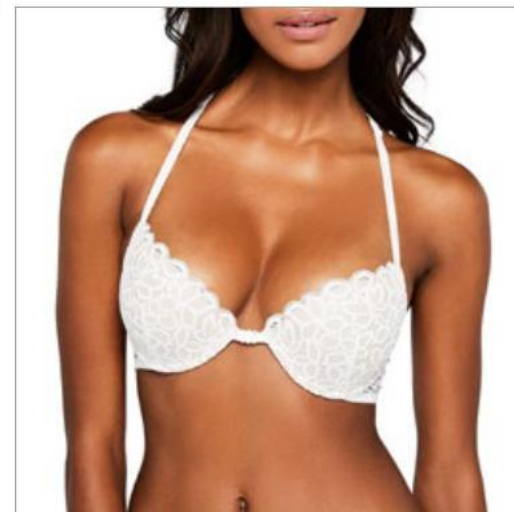
Top Body and Underwear Two Pieces



Waist Down



Underwear One Piece



# Crops

## Keep crop consistent

If the MAIN is rectangular, keep it rectangle for all the other images (PT01, PT02,PT03...). In the same way, If the crop is square, all the others images should be cropped square.



Mixed rectangle and square crops

# File Naming

Each image that you intend to upload needs to have specific file requirements and naming assigned to it in order to ensure that the images map to our site properly.

## IMAGE FILE REQUIREMENTS

- File format should be JPG or PNG (JPG preferred)
- Color profile should be RGB or CMYK (RGB is preferred because CMYK color sometimes shows color tonal variations when displayed on the website)
- Resolution should be at least 72 dpi
- Videos must be in a MOV or MP4 file format (MP4 is preferred)

The file name is composed of the **PRODUCT IDENTIFIER**, the **VARIANT CODE**, and the image type.

Example of file name: B00SAMPLE.PT02.jpg

Valid variant codes

**B00SAMPLE.PT02.jpg**

.....+ .....+ .....

File  
Extension

### Product Identifier

Either the Amazon **ASIN** (Amazon Standard Identification Number), **UPC** (Universal Product Code), **EAN** (European Article Number), or **JAN** (Japanese Article Number), with no dashes, spaces, or other punctuation.

### Variant Code

A 4 character code that indicates the type of image you are uploading

### MAIN

The primary image of an ASIN is called the **'MAIN'**. This image is required and represents an item in the search results and browse pages. It is the first image the customer will see when they click into the detail page

### PT\_\_

**ALTERNATE IMAGES** You are allowed to upload additional product images beyond the MAIN. These variant images are called 'PT' images and must adhere to the following naming convention: PT(zero)1, PT02, PT03, PT04, etc. PT images may feature additional angles, configurations, product details or environmental shots. These images are optional.

### FL\_\_

For products imaged on figure, we recommend producing an off figure alternate with the naming convention:

### Variant Code

B00SAMPLE.FL01.jpg

B00SAMPLE.FL01.jpg

# Models

## Diversity and Inclusion

Amazon values all forms of diversity including size, gender, race/ethnicity and age. Models representing products should be as diverse as Amazon's customer base .



# Model Pose

Posing should be natural, illustrating your product at its best. Avoid stiff and awkward body posture and un-natural forced facial expressions



Don't over pose

Don't crop the product for MAIN

Avoid covering sellable features

# Styling

Styling your outfit helps to put it in context for the customer. The outfit you style your product with should complement rather than detract from it; keep colours neutral, avoid distracting prints. Accessories can help make an outfit pop, but remember, less is often more!



Use contrast color styling pieces to highlight your product

Don't use styling pieces with busy silhouettes that compete with your product

Select neutral styling pieces that compliment your product

# Styling



Model looks naked with short skirts and shorts not visible

Don't hide waistbands and sellable features with voluminous silhouettes

DON'T underdress your model



## Hair & Make-up

**HAIR** is viewed as an extension of the outfit to elevate, adding personality to the half face crop. Hair styling enhances the models natural texture, waves are loose & textured, not over-styled. Relaxed tucks into jackets/collars encouraged.

**MAKE-UP** is natural and fresh with a healthy glow.



## Hair & Make-up - Sports

**HAIR** for sports requires a comfortable hair style for physical activities. Use ponytail for models with long hair and make it visible for the front and back shot. The ponytails should complement the look and not be distracting or covering product's details.

**MAKE-UP** is natural and fresh with a healthy glow. (avoid shinning chin)



**NAILS** are healthy, nude/natural with a rounded edge



# Hair & Make-up



Hair is covering the product and with too much volume.



Distracting lipstick

## Lighting and Retouch

Studio style photography is encouraged as it helps ensure an accurate representation of your product. To showcase your product accurately, photograph garments in natural or soft continuous light and avoid black and white photography as your images will be more informative in colour. Avoid heavily retouched images and also do not add filters, borders, collages and watermarks to your product shots as these are distracting for the customer.



## Full Length Crop

*Maxi Dresses • Jumpsuit • Tracksuit • Pajamas trousers sets • Dungaree & Romper • Suits & Tuxedo*

The top of the image must be cropped between nose and upper lip, avoid showing nostrils or cropping into upper lip. Bottom of image must be cropped below the feet. A full length on-figure crop for the MAIN will be required for products or product sets that fall at or below the fingertips when worn on a body, or dresses (of any length).



Suits & Tuxedo



Maxi Dresses



Jumpsuit



Jumpsuit Pajamas  
trousers sets



Dungaree

# MAIN Crop Guide

## Full Length Crop

Suit & Tuxedo

### Main



MAIN

### Alternate



PT01



PT02



PT03



PT04



PT05

# MAIN Crop Guide

## Full Length Crop

Maxi Dress

### Main



MAIN

### Alternate



PT01



PT02



PT03



PT04



PT05

Full Length Crop

Pajamas set with trousers

Main



MAIN

Alternate



PT01



PT02



PT03



PT04



## Upper body Crop

*Tops • Jumpers • Short Dresses • Outerwears • Underwear Two Pieces • Short Skirts & Shorts*



Tops



Short Dresses



Outerwear



Underwear Two Pieces



Short Shorts & Skirts

Upper Body Crop

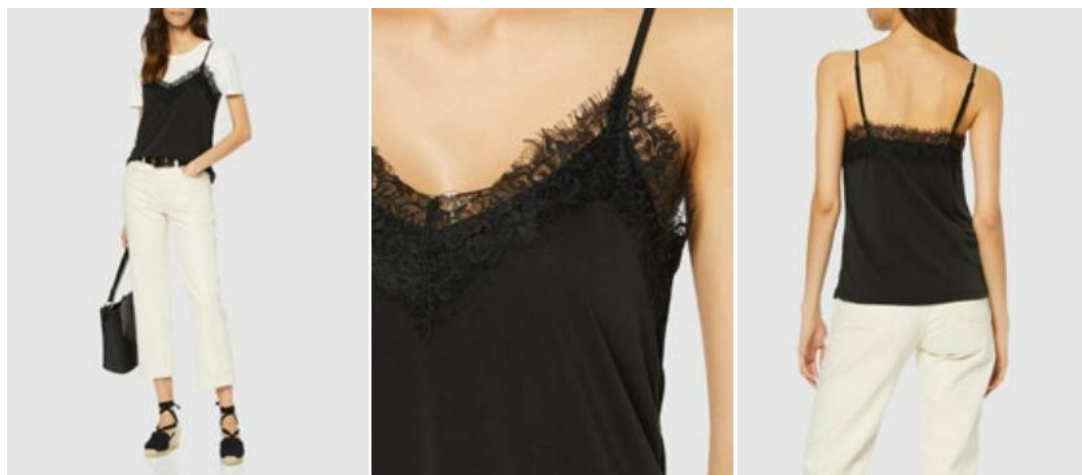
Tops

Main



MAIN

Alternate



PT01

PT02

PT03

Upper Body Crop

Underwear Two Pieces

Main



MAIN

Alternate



PT01



PT02



PT03



PT04

Upper Body Crop

Short Skirts & Shorts

Main



MAIN

Alternate



PT01



PT02



PT03



PT04

## Waist Down Crop

Trousers • Jeans • Long Shorts/Skirts



*Trousers*



*Jeans*



Long Shorts



Long Skirts

Wasit Down Crop

Long Skirts & Shorts

Main



MAIN

Alternate



PT01



PT02



PT03

Wasit Down Crop

Trousers and Jeans

Main



MAIN

Alternate



PT01



PT02



PT03

## Lay Down

All Kids & Baby • Women's & Men's Accessories: including scarves, belts, hats, ties & cold weather accessories

The garment should be shot flat using pins and liner or stuffing of your choosing, using seams as a guideline, symmetrical from left to right. Garments should be properly steamed and free of loose threads and fabric imperfections.



Off-figure Lay down can be cropped square



## Multipacks and Kids & Baby Sets

*Women's and Men's Multipack Shirts • Women's and Men's Multipack Intimate Apparel • Kids & Baby Sets*

The products should be shot flat using pins and liner or stuffing of your choosing, using seams as a guideline, symmetrical from left to right. products should be properly steamed and free of loose threads and fabric imperfections. The products should be laid on top of one another cascading diagonally from, left to right. The darkest product should be top left to lightest for lighting purposes, or with the print featured at the front.

Multipack products **MAIN** should be shot off-figure

